

BENTON & BOWLES, Inc.

444 MADISON AVENUE, NEW YORK 22, N.Y.

Dear Home Research Panel Member:

Enclosed with this letter is a carton of cigarettes and a questionnaire which are both for a particular member of your family, possibly yourself, whose name is written on the top of the first page of the questionnaire. You may recall answering a few questions for us a month or so ago in which you told us that this particular person smoked filter cigarettes. We hope, therefore, that this member of your family will test these cigarettes, since they are the filter kind, and our client, who is a well-known cigarette manufacturer, only wants the opinions of certain filter cigarette smokers regarding these test products.

The carton for this test contains 10 packs of filter cigarettes...5 packs which are marked "D", and 5 packs marked "L". The instructions we should like followed are written below, and we hope that if you yourself do not happen to be the tester, that you will act as supervisor for us and see that the tester follows these simple instructions:

1. No other cigarettes are to be smoked while this test is being made.
2. The tester is to smoke all five of the packages of "D" cigarettes first. As soon as the tester has finished all of "D", he or she should fill out PART I of the questionnaire.
3. After PART I has been answered, the tester is to smoke all of the "L" cigarettes. Should there be any of the "D" cigarettes remaining, he or she is not to smoke any more of them while smoking cigarette "L". As soon as the tester has finished all of "L", he or she should then answer PART II of the questionnaire.
4. After the tester has answered PART II, he or she should then complete PART III of the questionnaire.

We will appreciate it very much if you can see to it that this test is started as soon as possible, so that we can look forward to receiving the tester's completed questionnaire in the near future.

Sincerely,

Ann Desmond

Ann Desmond
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P.S. A few families may be receiving more than one carton of cigarettes, in cases where more than one person in the family has been selected for the test. As in this carton, the name of the particular person for whom each carton is intended is written on the questionnaire which comes in each package.

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